Yellow Pages Ad

TASK: create a yellow pages ad for a guitar store.

FACTS: Guitar Stuff is a guitar specialty store that rents, sells, repairs, offers trade-ins and provides guitar lessons. They have been in business since 1985 and are located at 468 Front Street (corner of Main Street). Guitar Stuff carries a wide variety of guitars from different manufacturers and also offers vintage guitars. They have built up a steady clientele over the years and pride themselves in the number of repeat customers. Their rental and trade-in program has been well received. Every Saturday, Guitar Stuff hosts an informal jam session where people drop by and jam at the back of the store. Hours of operations are Monday to Saturday 10:00 am to 6:00 pm and Sunday 12 noon to 5:00 pm. All major credit cards are accepted. Their phone number is 910-555-5999 and their fax line is 910-555-4555. They have recently launched a website at www.guitarstuff.com

Guitar Stuff has hired an aspiring desktop publishing star from New Hanover (that’s you!) to prepare a yellow pages ad. **Your client has also requested a new business logo and slogan**.

DIRECTIONS: you will produce a black and white only ad (color is too expensive for the client). Sample ads have been included on the second page. These are provided to help you with YOUR design, do not simply copy the samples. The ad you create must fill the space being rented which is 24 by 21 picas. A pica is a term used in publishing to determine size (6 picas equal 1 inch). See the attached page for a sample tear sheet.

You are responsible for writing a one-page summary to accompany your ad. The summary will include comments on the following items:

* What is the message of your ad? What are you trying to communicate?
* Who is your target audience for the ad? Who are you trying to reach?
* Identify and explain two different desktop publishing techniques you used.
* Explain how you decided upon your business logo and slogan.
* If you could add color to the ad explain where you would add the color and how it would change the ad.

Your summary should be typed, single-space, default margin and serif font 12 point. Add your name in the page header.

FINAL PRODUCT: print a single copy of your final ad and a single copy of you summary, staple and turn in for credit.



